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*A  
Compilation  
of  
ABSTRACTS*

*Tourism  
Research  
Reports  
1970-72*



THE MINISTRY OF INDUSTRY AND TOURISM  
Province of Ontario • Parliament Buildings • Toronto • Canada  
Honorable Claude F. Bennett, Minister Fred J. Pillgrem, Deputy Minister





*Ontario Tourism and Recreation Studies*  
*Branch*

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A B S T R A C T S 07

TOURISM

RESEARCH

REPORTS

Vol. II

Prepared by:

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Tourism and Recreation Studies Branch  
Research Services Division  
MINISTRY OF INDUSTRY AND TOURISM  
Queen's Park, Toronto, Ontario

August, 1973



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# C O N T E N T S

REPORT NUMBER	TITLE	PREPARED BY:	PUBLICATION YEAR	AVAILABILITY
44	Recreation and Community Development on the Canadian Shield Portion of Southern Ontario Vol. I - Concepts of a Model Recreation Community Vol. II - The District of Muskoka and the Town of Bala	Project Planning Associates Limited for Travel Research Branch	1970	File Copies Only Available on Loan
46	Analysis of U.S. Auto Exit Surveys, 1967 and 1968	Travel Research Branch	1970	Copies Available (Updated to No. 56)
47	VTR Group Interviews - (U.S. Visitor- Prospects - American Tourists who have not visited Canada)	James Lovick Limited for Travel Research Branch	1970	File Copies Only Available on Loan
48	Fly-In Tourism in Northwestern Ontario	Kates, Peat Marwick & Co. for Travel Research Branch	1970	Limited Edition
49	Economic Survey of Recreational Boating on the Trent-Severn Waterway	Travel Research Branch	1970	Copies Available





REPORT NUMBER	TITLE	PREPARED BY:	PUBLICATION YEAR	AVAILABILITY
50	Statistical Handbook, 1970	Travel Research Branch	1970	Copies Available Updated to No. 75
51	U.S. Market Penetration in the Metropolitan Milwaukee Area Part I - A Study of the Vacation Attitudes and Experiences in the Metropolitan Milwaukee Area  Part II - A Study of the Impact of Two Levels of Television Advertising for the Province of Ontario upon Men in the Milwaukee Area	Travel Research Branch	1970	Copies Available
52	Part III - A Study of 1970 Vacations Taken by Families in the Metropolitan Milwaukee Area	Milwaukee Advertising Laboratory For Travel Research Branch	1970	Copies Available
53	Analysis of Snowmobiling in Ontario Winter 1969/70	Travel Research Branch	1971	Copies Available
55	A Tourist and Recreation Study of Pelee Island	For Travel Research Branch	1971	Restricted
55	Analysis of Ontario Cottage Survey	Travel Research Branch	1971	Copies Available
56	U.S. Auto Exit Study, 1969	Travel Research Branch	1971	Copies Available
57	VTR Group Interviews with Tourists in the Muskoka Region	James Lovick Limited for Travel Research Branch	1971	File Copies





REPORT NUMBER	TITLE	PREPARED BY:	PUBLICATION		AVAILABILITY
			YEAR		
58	Algoma Area Visitors Study, Summer, 1970	Opinion Research Corporation for Travel Research Branch	1970		Limited Copies
59	Tourist Establishment Occupancy in Ontario - January and July, 1970	Travel Research Branch	1971		Continuous Study
60	Survey of Vacation Travel by Canadians, Fall, 1970	Traveldata for Travel Research Branch	1971		File Copies - on Loan
61	Western European Travel to Canada and Ontario, 1969	Travel Research Branch	1971		Updated to No.68
62	Analysis of Zip Code Data, 1967-69 U.S. Auto Exit Surveys	Aim Limited for Travel Research Branch	1971		File Copies
64	Characteristics of Visitors to Northern Ontario	Travel Research Branch	1971		File Copies
66	Western European Travel to Canada and Ontario, 1970	Travel Research Branch	1971		Updated to No. 71
67	Ontario Tourist Establishment Occupancy, January and July, 1971	Travel Research Branch	1972		Continuous Study
68	Visitors to Ontario Government Travel Information Centres, 1968, 1969 and 1970	Tourism and Recreation Studies Branch, Ontario Ministry of Industry and Tourism	1972		Limited Copies of the Complete Report  Also available by Individual Vacation Area



REPORT NUMBER	TITLE	PREPARED BY:	PUBLICATION YEAR	AVAILABILITY
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86	Heritage Highways Campaign Evaluation Study, 1972	Gelfand, Derry and Associates Ltd., Montreal for Quebec Ministère de la Chasse et de la Pêche and by Market Facts of Canada Ltd. for Tourism & Recreation Studies Branch, Ontario Ministry of Industry and Tourism	1972	Restricted
89	The United States Tourism Market (Review) 1972	Burke International Research Corporation for Tourism and Recreation Studies Branch	1972	Restricted

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#### APPENDICES

Map of Ontario Vacation Areas, 1972

Ontario's Primary Market Areas





## FOREWORD

Volume One of Abstracts covering tourism research Reports Nos. 1-43 (1964-1969) was published by Travel Research Branch, Ontario Department of Tourism and Information, in 1970. Following re-organization of the Ontario government in 1972, this Branch became Tourism and Recreation Studies Branch of the Ministry of Industry and Tourism and therefore these and all subsequent reports should be requested from the new Ministry. Copies of Volume One are also available on request from:

Ontario Ministry of Industry and Tourism  
Tourism and Recreation Studies Branch  
900 Bay Street, Hearst Block  
Queen's Park, Toronto, M7A 1T4  
Ontario

Tel. 965-5725

Tourism and Recreation Studies Branch obtains and provides, by means of these reports, a detailed knowledge and analysis of the province's tourist plant and of its visitors.

Volume Two covers tourism research reports published during 1970, 1971 and 1972.





Recreation and Community Development on the  
Canadian Shield Portion of Southern Ontario

Volume 1 - Concepts of a Model Recreation Community

- Purpose: To measure and interpret present condition in selected Shield communities and to identify potentials for effecting desirable change that are closely tied to the system of private enterprise and government participation now operative in the Province.
- Observations: Many existing communities within the study region appear to be stalemated or on the threshold of decline despite increasing market demands. A factor contributing to this is the lack of well-defined management goals and plans. Also, investment capital for privately developed recreational facilities has been in short supply because the statistical performance of industries on the Shield are discouraging compared with those in urban areas.
- Topography and climate play an important role in the identification of recreation centres suitable for growth and investment. In this respect, certain communities in the Muskoka District shows great potential for year-round use.
- The Ontario Government's tourist guide books are more of an inventory of tourist establishments than a full qualitative guide that serves the needs of the visitors to this area.
- Recommendations: In order to achieve a more balanced development of recreational and tourist facilities, some existing communities should be encouraged to grow; others to stabilize.
- Planning studies should appraise the demand and the capability to meet these demands on a regional basis. Priorities for allocating capital funds for regional development should be established.
- Environmental planning teams should be selected to guide public investments and to stimulate complementary public development.
- Recreation and tourist service employment should comprise a minority portion of the total labour force (20% - 40%) in any regional centre.

Prepared By: Project Planning Associates Limited

Published By: Ontario Department of Tourism and Information

Date: April, 1970



Recreation and Community Development on the  
Canadian Shield Portion of Southern Ontario

Volume 2 - The District of Muskoka and the Town of Bala

Purpose: To determine if standards for a model recreation community would provide workable guidelines for change and improvements in Bala and other communities on the Shield.

Observations: With the exception of Gravenhurst and Bracebridge, certain existing cottage and resort areas around the Muskoka Lakes exhibit signs of age and functional obsolescence.

A survey shows that between the years 1963 and 1967 the total number of seasonal accommodation units decreased by 10 per cent. The greatest decline was in hotel and resort accommodation.

In 1964, almost 50 per cent of the guests at resorts in Muskoka were from Toronto; 78 per cent were from Ontario and 20 per cent from the United States. These figures coincide approximately with the 1968 survey undertaken in Bala.

Existing major centres are well served by provincial roads and rail. Any future centres would require the same services and possibly a new airport.

Conceptual Plan for Bala:

At present Bala does not have finances available to undertake large scale redevelopment and government aid seems unavailable at the present time. There are three major programmes recommended for Bala:

- (1) An activity centre should be developed on-shore and on the lake. This would include: a pedestrian street along the lakeshore; a waterski centre and a reorientation of shops along the "lakeside" street.
- (2) A path system should be built to facilitate the viewing of the natural features of Bala, such as the Falls, the Moon River, etc.
- (3) New buildings and rehabilitation of old buildings should be designed to create a "recreation Muskoka" atmosphere in the commercial area of the town.

Prepared By: Project Planning Associates Limited

Published By: Ontario Department of Tourism and Information

Date: April, 1970





Analysis of U.S. Auto Exit Studies 1967 and 1968

- Purpose: To measure the characteristics of automobile visitors to Canada from the United States with particular regard to those who visited the province of Ontario.
- Observations: New York and Michigan generated the most visitors to the province in 1967 and 1968. Following these two states were Ohio, Pennsylvania and Illinois. Of these visitors the largest occupation groups were skilled and unskilled labour followed by those employed in a professional capacity. Average income for heads of households visiting Ontario was \$11,151 in 1967 and \$10,841 in 1968. The type of accommodation most frequently used by the U.S. tourists were hotels and motels. However, these were used far more by visitors in transit than those which had Ontario destinations. Cottages were used more by the latter. The average length of stay for those who remained more than one night was 4.8 nights in 1967 and 4.5 nights in 1968.
- The main reasons cited for visiting Ontario were: sightseeing (both town and country); fishing; boating and other outdoor activities; visiting friends and relatives; and vacationing.
- Recommendations: Ontario should do everything possible to generate a much higher incidence of first time visitors to the province to ensure the growth of the tourist industry. To do this greater promotion and advertising must be carried out in the future.

Prepared By: Peter Klopchic Ph.D., Director  
Travel Research Branch

Published By: Ontario Department of Tourism and Information

Date: June, 1970





VTR Group Interviews with American Tourists  
Who Have Not Visited Canada

Purpose: To study why these people have never been to Canada, or more specifically, Ontario.

Observations: Interviews were conducted in Chicago and New York. Chicago area respondents were more outdoor oriented while respondents from New York were more comfort oriented.

One trait shared by both groups was the tendency to take multiple vacations throughout the year.

In discussing Canada and Ontario as a vacation site both groups shared common attitudes. Neither Canada nor Ontario were mentioned voluntarily as a vacation destination, indicating low interest by those interviewed.

There was a lack of awareness as to what Ontario is. The term Ontario had been heard by both groups but they were vague as to what it meant.

The reasons behind this lack of knowledge and interest were quite different. The Chicagoans vacationed frequently in Wisconsin and Minnesota. Their lack of interest in Ontario was explained by stating it offered nothing different from the area where they were now vacationing. New Yorkers thought of Ontario as a cold place offering nothing of particular interest.

Both groups were similar in that, when questioned on advertising, they first mentioned the Travel Section in newspapers. However they did not recall any specific destination. When both groups were asked what might induce them to visit Ontario, they replied, "Advertise".

Prepared By: The Marketing and Research Department  
James Lovick Limited

Published By: Ontario Department of Tourism and Information

Date: September, 1970



Fly-In Tourism in Northwestern Ontario

Purpose: To study the economics of fly-in tourism in Northwestern Ontario.

Observations: The total number of visitors entering Northwestern Ontario by plane in 1969 was 29,759. Of this number 90 per cent entered by pleasure craft (i.e. not by a scheduled airline).

Thirty-one per cent of the visitors made only one-day trips. The remaining 69 per cent stay at least one night. The average length of stay for those who stayed more than one night was about five days.

The main reason for the visit was fishing; with hunting making a significant contribution during the fall season.

Total expenditure by fly-in tourists is \$1,155,000. Of this amount only 18 per cent or \$213,000 benefits Canada. The remaining \$ 942,000 is spent in the United States.

Recommendations: There are three aspects of fly-in tourism that are bothering both the government and the public.

- (1) There is no outward check of catch therefore legal limits may be exceeded.
- (2) U.S. air carriers and tourist outfitters are benefitting at the expense of their Canadian counterparts.
- (3) American visitors are using Canadian resources without making an adequate contribution to the economy.

These problems could be corrected by implementing certain controls such as, Letter of Authority; Trophy Fee; border checks; and camping permits. Of these only the first two would have an effect on the economics of Canadian air carriers and tourist outfitter operations. However, these controls should just be an interim measure until a provincial policy relating the tourist industry to modern concepts of environmental management has been adopted.

Prepared By: Kates, Peat, Marwick & Co.

Published By: Ontario Department of Tourism and Information

Date: April, 1970





A Short Economic Evaluation of Tourist Boating  
on the Trent-Severn Waterway, 1969

Purpose: To show the present use and economic activity created by pleasure craft on the Trent Canal.

Observations: Present use of the Trent Canal has reached approximately 50 per cent of total capacity. The increase in the number of boats from 1965 to the present was as follows:

<u>Year</u>	<u>Boats</u>	<u>Index</u>
1965	10,600	100%
1969	18,516	175%

This is approximately 19 per cent increase a year over the four-year period. The average expenditure per boat in 1969 was \$464.; therefore, total expenditure by boats was \$8.6 million. Add to this amount maintenance and operating costs and total expenditure in the areas adjacent to the canal would be \$12.2 million per year. By applying Ontario's economic multiplier (2.5), approximately \$30.5 million of economic activity was created by the existence and use of the canal. After necessary improvements are made, total capacity of the canal should reach 40,000 boats per year. When capacity is reached the Federal Department of Transport and the tourist will spend \$25.8 million creating an economic activity of \$64.5 million annually. Revenue for the three levels of government would be \$22.6 million.

Recommendations: The Big Shute marine railway should be replaced as it is blocking entrance to many large boats of North American registry.

To increase economic revenue and promote maximum use of the canal, the Federal Department of Transport should solve the lamprey problem in order to eliminate such obstacles as the marine railway.

Prepared by: Travel Research Branch  
Peter Klopchic, Ph.D., Director

Published by: Ontario Department of Tourism and Information

Date: April, 1970



Statistical Handbook, 1970

**Purpose:** The Handbook provides relevant data on the Ontario tourist industry and illustrates the important role it plays in the province. Uniform data is made available for use by government and the public.

**Contents:** A summary of existing valid data such as:

Visitors and Expenditures

- estimate of total visitor expenditure in Ontario 1967 and 1968
- number of visitors to Ontario and their related direct expenditures, by Vacation area, 1968
- visitor expenditure in Canada and Ontario by U.S. and Overseas Visitors, 1959-1969
- growth of travel from the United States (staying 24 hours or more) 1950, 1955, 1960 and 1965 - 1969

Historic Sites and Parks

- visitors to Ft. Henry and Upper Canada Village, 1961, 1966-1969
- visitors to Niagara Parks Commission Sites, 1961, 1966 - 1969
- visitors to Ontario Provincial Parks, 1957-1969

Tourist Establishments and Seasonal Residences

- number of tourist establishments and rental units
- seasonal residences (cottages and cabins) served by Ontario Hydro, 1951, 1955 and 1960-1969

Comparison of Promotion Expenditures with Foreign Visitor Expenditures in Ontario

**Prepared by:** Peter Klopchic, Ph.D., Director  
Travel Research Branch

**Published by:** Department of Tourism and Information

**Date:** December, 1970





U.S. Market Penetration in the  
Metropolitan Milwaukee Area

Part I - A Study of Vacation Attitudes and Experiences of  
Families in the Metropolitan Milwaukee Area

Purpose: To study the vacation trends and habits of selected Milwaukee families.

Observations: Popular hobby interests such as travelling, photography, hunting and fishing appear to be reasons related to vacation plans and activities. Ninety-five per cent of the families queried had taken a vacation over the past 5 years, 80 per cent being taken in Wisconsin and five other U.S. areas and less than one per cent in Ontario.

Part II - A Study of the Impact of Two Levels of Television  
Advertising for the Province of Ontario upon Men  
in the Metropolitan Milwaukee Area

Purpose: To determine the effect of the Department's two-level television advertising test of (male) Metropolitan Milwaukee residents.

Observations: Scheduling of Ontario advertising in April, May and June reached approximately 45 - 47 per cent of the audience with sufficient frequency to be meaningful and sufficiently early to cover most of those tested before they vacationed.

Part III - A Study of the Vacations Taken by Families in the  
Metropolitan Milwaukee Area

Purpose: To study actual vacation experiences of Milwaukee families through the first 9 months of 1970 and to determine whether the two-level advertising test run by the Department had any opportunity to affect (1) actual vacation locations and (2) attitudes of Milwaukeeans toward Ontario.

Observations: Vacation habits in 1970 appeared to follow the same basic pattern developed in earlier years relating to measures such as proportion of families taking vacations, average number of vacations taken, number of days, and reasons for taking a vacation.

Prepared by: The Milwaukee Advertising Laboratory

Published by: The Ontario Department of Tourism and Information

Date: August, 1970



An Analysis of Snowmobiling in  
Ontario - Winter 1969-70

- Purpose: To establish the number of snowmobiles in the province; determine and analyse the reasons for purchase of a snow vehicle; the number, and socio-economic characteristics of people participating in the sport and intensity of usage, as well as owner expenditures due to snowmobiling.
- Observations: By March 31, 1970, a total of 113,289 snowmobiles were registered in the province by approximately 100,000 owners, 78 per cent for pleasure usage.
- The majority of respondents preferred to snowmobile on unorganised open land, wooded areas with trail markings, and hilly lands in a wooded setting. The average number of days used was 41.9. Each respondent snowmobiled an average of 155 hours, or 3.7 hours per day. Thirty-one per cent did some snowmobiling at night.
- Average capital expenditure per vehicle was \$843.40. Total capital expenditure was \$1,201.90 per respondent. Seasonal expenditure (snowmobile operation, fees, accommodation, meals, etc.) averaged \$153.10. Estimated total expenditure for the season all owners, was \$71.8 millions.
- An average of 3.4 persons per snowmobiling family snowmobiled, providing an estimated total of 340,000 snowmobilers.
- The growing popularity of snowmobiling encouraged many resorts to remain open during the winter months, generated new economic activity, and created employment.
- Snowmobiles also caused some problems, ie, noise, destruction of property, damage to the environment, and a growing number of fatalities.
- Recommendations: More organized areas for snowmobiling, close to urban centres should be developed and more snowmobile trails, in order to minimize ecological damage.
- Manufacture of a more stable snowmobile, with better braking system, headlights, and mufflers is indicated.
- Prepared by: Peter Klöpchic, Ph.D. Director  
Travel Research Branch
- Published by: Ontario Department of Tourism and Information
- Date: November, 1971





A Tourist and Recreation Study of Pelee Island

- Purpose: To identify the salient characteristics of the resources of Pelee Island as they relate to tourist and recreation opportunities.
- Observations: The Island has now reached a stage of development such that any extensive or large scale new development will require considerable expenditure for water and sewerage facilities.
- Permanent and summer residents are concerned that future developments may destroy the Island's agrarian appeal.
- Because of the Island's geographic position and present ferry services, there are more Americans than Canadians visiting the Island. Also, most of the recreational land is in American ownership.
- There is a potential market for the expansion of marina facilities and facilities for light aircraft.
- Three alternative futures are presented for consideration.
- Recommendations: An official land use plan for the Island is urgently required. This should be undertaken by the Municipality of Pelee Island in consultation with the Provincial Government. From this plan the future development of the Island will be determined.

Prepared by: W. M. Baker,  
Park, Recreation and Tourist Planner

Published by: Ontario Department of Tourism and Information

Date: July, 1970



Analysis of Ontario Cottage Survey

**Purpose:** To analyze the demographic and other characteristics of cottage owners in Ontario, to determine cottage utilization and to estimate the economic significance of cottages to the province.

**Observations:** The average cottage owner was found to be older than the average household head and younger than their American counterpart.

Cottage owners usually had a higher level of education than that attained by the average householder in Ontario and the U.S. Also, they held better jobs - about half being in the professional, and manager/proprietor groups.

Cottages were owned for an average of 14.3 years. Cottagers travelled an average of 122 miles one way to reach the cottage. Most cottage sites were chosen for proximity to permanent residence, seclusion of area and fishing/hunting.

Eighty-seven per cent of cottagers owned their own permanent living accommodation, the most common type being a single detached house. Frequently they owned more than one car, an average of 1.7.

During the months May to October, cottage owners spent an average of 11 weekends at their cottages. Also, more than half of the them visited their cottages during the months from November to April.

Cottagers paid a yearly average of \$96.13 in municipal taxes, \$262.84 on cottage maintenance and \$446.88 on other non-itemized expenditures. Further expense was incurred by those who owned boats.

It is estimated that in 1967 cottage owners spent about \$171 million in Ontario. Of this total, American cottagers accounted for about \$31 million.

Because of increasing urban growth, it is expected that by 1975, the number of cottagers in Ontario (both with and without Hydro contracts), will have increased from 200,000 to about 250,000.

**Prepared by:** Peter Klopchic, Ph.D.  
Travel Research Branch

**Published by:** Ontario Department of Tourism and Information

**Date:** April, 1971





U. S. Auto Exit Study, 1969

**Purpose:** To provide an insight into the travel patterns and personal characteristics of U. S. summer automobile visitors to Ontario.

**Observations:** Approximately 2.9 million U.S. privately owned vehicles exited Ontario to the U.S. during the 92 day period from July 1 to September 30, 1969. About 63 per cent did not stay overnight in the province. Among vehicles staying more than one night, the average length of stay was 4.71 nights.

Hotels/resorts and motel/cabin units were the most popular type of overnight accommodation used (53% of visitors staying one or more nights), camping/trailers were second (23%) and third (16%) cottages.

As in previous years, the five states of New York, Ohio, Michigan, Pennsylvania and Illinois, generated the majority (81%) of U.S. visitors to Ontario. The Niagara and the St. Clair Economic Regions were the final destination in Ontario of 74 per cent of vehicles included in the survey.

Seventy-six per cent of respondents indicated they were visiting Ontario for pleasure; 3 per cent for combined business and pleasure; 12 per cent for business, commuting to work, attending conventions, and 10 per cent, visiting friends or relatives.

All American exiting automobile parties (including those from Mexico) irrespective of length of stay, spent about 176.9 million dollars in Ontario during the summer of 1969. Average expenditure per trip-party was \$61.36. Exiting vehicles remaining less than 24 hours accounted for \$24.8 million or 14 per cent of the total expenditure. Although only 37 per cent of vehicles remained one or more nights, they accounted for 86 per cent of the total expenditure, obviously creating the major economic impact.

**Prepared by:** Peter Klopchic, Ph.D., Director  
Travel Research Branch

**Published by:** Ontario Department of Tourism and Information

**Date:** November, 1971



VTR Group Interviews with American Tourists in the Muskoka Region

Purpose: To determine why American visitors chose resorts in the Muskoka region for their vacations, rather than resorts in the United States.

Observations: American visitors to resorts have different characteristics from other U.S. visitors to the Province, such as:

- they are in a higher income group
- they are more likely to repeat visits as many of them have come to the same region for a number of years.
- vacationing is a "family affair"; destination is determined by recreational activities of all members of the family.
- their vacation plans are made far in advance of their visit.

All first-time visitors saw advertising for a resort in the Travel Section of their newspapers and wrote for literature. General area advertising did not appear to be too influential in determining an Ontario resort vacation.

When asked why they did not visit resorts closer to their homes, visitors responded with (1) complete satisfaction with Muskoka; (2) it is less expensive than comparable resorts in the U.S.; (3) the clean environment and friendliness of Canadians were mentioned.

Prepared by: The Marketing and Research Department,  
James Lovick Limited.

Published by: Ontario Department of Tourism and Information

Date: September, 1970



Report No. 58

Algoma Area Visitors Study, Summer, 1970

Purpose: To provide insight into the travel patterns and personal characteristics of summer visitors to the Algoma Tourist Area.

Observations: Seven out of ten visitors to the Algoma Area were Americans. The main purpose of their trip was holiday pleasure.

Half of the visitors stayed at least one night in the area using hotels, motels and lodges as much as they did campsites.

Parties entering the Algoma district spent an average of \$40 before leaving. Those who stayed overnight spent an average of \$65.

Sightseeing, shopping, swimming and fishing were the main activities undertaken. However, one out of three visitors did not engage in any recreational activity at all.

Half of the visitors had visited the Sault Ste Marie area before; on an average of three times.

Nine out of ten would consider visiting the area again.

Prepared by: ORC International Limited

Published by: Ontario Department of Tourism and Information

Date: September, 1970





Tourist Establishment Occupancy in Ontario, January and July 1970

**Purpose:** To calculate the occupancy of all types of tourist establishments in Ontario by type of establishment and vacation area during the months of January and July, 1970.

**Observations:** The overall occupancy rate for January 1970 was equal to the rates of January 1967 and 1968 (46%) and lower than January 1969 (49%). With the exception of "Lodge" (37% up from 14% in 1969) and "Other" (36% up from 25% in 1969), the rest of the types of establishments showed a decline in occupancy rates from 1969. The largest decrease was noted in "Hotel (Not LLB)" which declined to 49 per cent from 59 per cent the previous year. The rest of the establishments showed moderate declines - "Hotel, Motor Hotel (LLB)" down three per cent to 51 per cent and "Motel" down one per cent to 37 per cent. In 1970 as in previous years, there was a preference for those establishments having more rental units available (30 or more rental units as compared to 29 or less rental units).

The total occupancy rate for July was 71 per cent which was an increase of four per cent over 1969 and also was the highest rate recorded for the four years that the survey had been conducted. The largest increase was in "Hotel, Motor Hotel (LLB)" which increased six per cent from 1969 to 70 per cent. Only two types of establishments showed a decline in occupancy rate from 1969 - "Other" (62% in 1969 to 49% in 1970) and "Cabin" (60% down from 62%). All other types showed an increase in 1970 from 1969 - "Hotel (Not LLB)" (62% up from 58%), "Motel" (74% up from 71%), "Lodge" (61% up from 58%) and "Cottage" (79% up from 77%). As in January the tendency to use the larger establishments (30 or more rental units) again prevailed.

**Prepared by:** Travel Research Branch  
Peter Klopchic, Ph.D., Director

**Published by:** Department of Tourism and Information

**Date:** March, 1971



Summary Analysis  
Survey of Motivations of Canadian  
Vacation Travellers, Fall, 1970

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Purpose: To examine the perceptions of Ontario and Quebec residents toward Ontario, Quebec and United States vacations, based on data collected as part of a survey carried out by Traveldata Limited for the Ontario Department of Tourism and Information and the Quebec Department of Tourism, Fish and Game.

Observations: Ontario and Quebec residents have a very high regard for their own province as a vacation area.

Eighty-five per cent of Quebec and 76 per cent of Ontario residents felt they should see their own province before visiting the United States.

Fifty-five per cent of Quebec adults and 25 per cent of Ontario adults agreed that if their own tourist places were better organised, they would stay in their own province more often.

Residents of both provinces claimed they would be more willing to visit one another's province if they knew more about its tourist attractions and facilities.

Although some Ontario and some Quebec residents felt there was a certain "prestige" in travelling to the U.S. - only a minority thought of the United States as being the "ideal place for vacations".

Prepared by: Traveldata Limited

Published by: Ontario Department of Tourism and Information

Date: April, 1971





Western European Travel to Canada and Ontario 1969

- Purpose: To determine the volume of Western European travel to Canada, with special regard to Ontario.
- Observations: In 1969 the total number of overseas visitors was 463,200. Of this number 65.8% came from Western Europe. However, only 41.9 per cent or 193,900 persons, visited Ontario.
- Total visitor expenditure, in Canada, during 1969 was \$113 million, or an average of \$244 per visitor. Approximately \$43.5 million was spent in Ontario.
- The majority of foreign visitors to Canada (143,600) came from the United Kingdom. West Germany with 35,300 visitors and France with 32,500 visitors were second and third, respectively after the United Kingdom.
- "Visiting friends and relatives" was the main reason for visiting Canada given by 56.8 per cent of tourists from the United Kingdom. Another 30 per cent stated "recreation" as their reason. The same pattern was followed by tourists from Organization for Economic Co-operation and Development Member Countries. "Visiting friends and relatives" was again, first with 39.9 per cent and "recreation" second with 35.7 per cent.
- Recommendations: Promotion of vacationing in Ontario should be intensified in Western Europe as this is the main source of the province's overseas visitors.

Prepared By: Peter Klopchic, Ph.D., Director  
Travel Research Branch

Published By: Ontario Department of Tourism and Information

Date: February, 1971



Analysis of 1967-1969 U.S. Auto  
Exit Surveys, by U.S. Zip Code Data

Purpose: To determine the extent to which origin projections (based on sample number of vehicles from each zip code area) can be useful in marketing.

Observations: The analysis of zip code areas did not produce any salient marketing directions.

Analyses of origin data are based on the assumption that a measurable relationship exists between the number of visitors from specific markets and a series of independent variables, i.e. the size of the market (population/households) and the distance between the market and the destination.

The zip code areas for which overnight vehicle/trip projections are available do not (1) constitute discrete markets or media coverage areas and, (2), conform to marketing reality.

In nearly all cases the sub-samples on which projections were based were too small for stability, i.e. on the average, the weighting factor for overnight vehicle/trips is 1300 to 1

total vehicle/trips is 2000 to 1

Thus the city of Buffalo, with the largest projected number of vehicle/trips (366,201) was represented by a sub-sample of 183 actual vehicles.

The relationship of income distribution data to the level of market development in each zip code area is, at best, an inexact method of estimating the influence of level of income.

Recommendations: It is apparent that no marketing recommendations can be provided based on the data in its present form. Future studies should be augmented and results tabulated to generate data suitable for marketing guidance. For instance, data on income of head of household could be collected and used as one of the elements of "visitor profiles" by major markets. Profiles could then be compared to the census demographics and other marketing-oriented data. Such information should yield sound information on which useful marketing directions could be based.

Prepared by: Aim Limited

Published by: Ministry of Industry and Tourism

Date: March 1971



Characteristics of Visitors  
to Northern Ontario

Purpose: To discover the main characteristics of U.S. visitors to Northern Ontario, their expenditure patterns and other related information.

Observations: During July, August and September of 1969, almost one-quarter of a million vehicles visited Northern Ontario. Of this number, approximately two-thirds stayed one or more nights. The quarter of a million vehicles represented 8.5 per cent of all U.S. vehicles travelling in Ontario during the survey period.

Northeastern Ontario had the second highest percentage of all tourist expenditure, approximately \$24 millions (14%). Approximately \$6 millions (3%) was spent in the Northwestern Ontario Economic Region.

Almost half of the U.S. visitors were in skilled and unskilled labour occupations. Another 34 per cent occupied professional and managerial positions. The average family income for all visitors was \$11,670.

The average length of stay for visitors in Northern Ontario was 5.6 nights. Average party-size was 3.3 persons.

The most frequently mentioned reason for visiting Northern Ontario was "hunting and fishing (15%), followed by "camping/tenting and sightseeing away from cities" (14%).

Almost 60 per cent of the U.S. visitors were from the East-North Central Region of the United States (Michigan, Ohio, Indiana, Illinois and Wisconsin). Other visitors originated mainly in West-North Central and the Mid-Atlantic Regions.

Prepared by: Peter Klopchic, Director  
Travel Research Branch

Published by: Ontario Department of Tourism and Information

Date: November, 1970





Report No. 66

Western European Travel to Canada  
and Ontario, 1970

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Purpose: To determine the volume of European travel to Canada, with special regard to Ontario.

Observations: In 1970, 535,543 overseas visitors travelled to Canada. Of this number, 42.6 per cent or 228,000 visited Ontario. Of the total number of overseas visitors to Canada, 64.5 per cent originated in Western Europe.

Total visitor expenditure in Canada during 1970 was \$152 millions, or an average of \$192 per trip-party. Of this sum, \$62.5 millions were spent in Ontario. By applying Ontario's economic multiplier of 2.5 to this amount, it was found this visitor expenditure generated an economic activity of \$156 millions in the province.

The United Kingdom generated the greatest number of overseas visitors (157,736) to Canada. Second and third respectively were West Germany (41,261) and France (36,915).

The main reason for visiting Canada stated by visitors from the United Kingdom was "visiting friends and relatives (56.8%)". Another 30 per cent gave "recreation" as their reason for visiting. This trend was repeated by tourists from Organization for Economic Co-operation and Development Member Countries. "Visiting friends and relatives" was the reason given for their trip by 43.9 per cent of visitors from other OECD Member Countries, and "recreation" by 37.9 per cent. The incidence of reporting "business" was higher among those from other OECD Member Countries, i.e., 13 per cent as compared with 7.6 per cent stated by visitors from the United Kingdom.

Prepared by: Peter Klopchic, Ph.D. Director  
Travel Research Branch

Published by: Ontario Department of Tourism and Information

Date: November 1971



Tourist Establishment Occupancy in Ontario, January and July 1971

**Purpose:** To calculate the occupancy rates of all types of tourist establishments in Ontario by type of establishment and by vacation area during the months of January and July 1971.

**Observations:** The average total occupancy rate for January 1971 for all types of establishments was 43 per cent which was a slight decline of three per cent, 46 per cent in 1970. This decline was mainly observed in the category "Hotel, Motor Hotel (LLB)" which decreased by five per cent to 46 per cent from 51 per cent in 1970. "Lodges" showed a slight decline of two per cent (35% down from 37%). "Hotel (Not LLB)" showed an increase of six per cent (55% up from 49%) from 1970. The establishment category "Other" showed an occupancy rate of 37 per cent (up one per cent from 1970), while the "Motel" occupancy rate remained constant at 37 per cent.

The average total occupancy rate for July 1971 also showed a decrease of three per cent to 68 per cent from 71 per cent in 1970. Only two establishment categories showed an increase in occupancy rate over the same month in 1970. "Motels" rose two per cent to 76 per cent and the category "Other" increased one per cent to 50 per cent occupancy. All the other establishment types showed a decrease in occupancy rate. "Hotel, Motor Hotel (LLB)" dropped five per cent to 65 per cent while "Hotel (Not LLB)" dropped in occupancy rate to 51 per cent from 62 per cent in 1970. The occupancy rate for "Lodge" decreased one per cent to 60 per cent; "Cottage" decreased by seven per cent to 72 per cent and "Cabin" showed a decrease of three per cent 57 per cent from 60 per cent in 1970.

As in previous years, those establishments having 30 or more rental units showed a higher rate of occupancy than those having 29 or less rental units.

**Prepared By:** Peter Klopchic, Ph.D., Director  
Travel Research Branch

**Published By:** Department of Tourism and Information

**Date:** February, 1972





A Survey of Visitors to Ontario Government  
Information Centres - 1968, 1969, 1970

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- Purpose:** To determine the travel habits and characteristics of visitors from the U.S. and other Canadian provinces who entered Ontario by automobile, and visited the Ontario Government Travel Information Centres during their stay in the province.
- Observations:** The majority of visitors who made use of our Government Travel Information Centres were from the United States. Of this group, slightly less than half were from New York and Michigan, and their main destination in Ontario was in the Niagara-Iroquoia Vacation Area.
- "Touring the Province", "Quiet relaxation" and "Scenery and natural beauty", were the main reasons given for their visit to Ontario. In the northern vacation areas, "Hunting and fishing" was the prime reason given.
- U.S. visitors to Government Travel Information Centres spent about \$25 million in Ontario in 1969, about 5 per cent of the total U.S. expenditure in that year.
- Quebec and Manitoba generated the largest number of visitors from other Canadian Provinces.
- The travel information service was used more extensively by first-time visitors who naturally required more guidance and assistance during their trip.
- Recommendations:** Greater emphasis should be placed on a follow-up procedure to determine if actual travel patterns equated intentions.
- There should be increased promotion of the location and services provided by our Government Travel Information Centres. Future studies of this type could also be tied in with local and regional travel information facilities.
- Prepared by:** Peter Klopchic, Ph.D., Director  
Tourism and Recreation Studies Branch
- Published by:** Ontario Ministry of Industry and Tourism
- Date:** September, 1972



Province of Ontario Television Advertising Awareness Study  
U.S.A. Spring Campaign, 1972

Purpose: To determine the awareness and communications effectiveness of the 1972 television advertising campaign for the Province of Ontario, aired in selected U.S. markets.

Observations: Actual or planned out of state travel appeared to be up this year as compared to last year. Destinations within Canada increased from 6% to 10%. Ontario destinations increased to 5%, up 2% from last year.

About 15% of those who took or planned to take an out of state vacation (10% of total sample of 1,600) stated Canada as a destination with about half this group stating an Ontario destination.

Nearly three quarters of the people tested claimed to have seen any advertising for Ontario, and about two-thirds of this group claimed to have seen Ontario advertising on television.

About eight out of ten people who claimed to have seen television advertising recalled at least one detail considered to be related to the advertising.

Most frequently mentioned was "scenery" (lakes, trees etc.) Following closely were the "fishing/boating" and "outdoor activities categories". The slogan "friendly, familiar, foreign and near" was mentioned by only 4% of the respondents.

Respondents were asked to rate seven vacation places in their desirability. Canada placed third and Ontario fourth in the rating, slightly ahead of Florida.

Aided awareness of tourist areas within Ontario ranged from a low of 12% (Upper Canada Village) to a high of 40% (St. Marie Among the Hurons). Ontario's newest attraction, Ontario Place, was mentioned by 27% of the respondents.

Prepared by: Burke International Research Corporation

Published by: Ministry of Industry and Tourism

Date: August, 1972



Evaluation of Ontario Advertising  
in Canada Spring, 1972

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**Purpose:** To evaluate the penetration of Ontario tourist advertising and promotion and obtain a measure of past and intended travel activities by means of telephone interviews in three Canadian centres: Toronto/Hamilton; Winnipeg; and Montreal (Eng. & Fr.)

**Observations:** Thirteen per cent of all study respondents had requested and received Ontario tourist promotional materials by June 26, 1972.

The majority of respondents (58%) indicated they had taken only one vacation trip (3 or more days duration to a destination 50 miles or more away from home) in the past 12 months; 19 per cent took 2 trips and 23 per cent, three or more.

Similarly, 58 per cent of respondents intended to take one vacation trip within the next 12 months and 23 per cent intended to take two or more. The rest were undecided.

Ontario was the most specifically mentioned future vacation destination of 1 out of 5 respondents in total and almost one-half (45%) of Ontario respondents intended to vacation in their own province. One-third of Winnipeg respondents intended to vacation in Manitoba, one-half of Montreal (Fr.) respondents chose Quebec, and Quebec/Ontario/Maritimes were about equal choices of Montreal (Eng.) respondents.

Four out of five respondents had travelled to Ontario by car on their last trip. Car usage was higher amongst Ontarions.

Average vacation party (respondents who had vacationed in Ontario in the past five years) was composed of 3.8 members. Fifty-nine per cent travelled without children under 16 years of age and in the majority of cases was composed exclusively of family members.

**Prepared by:** Market Facts of Canada Limited

**Published by:** Ontario Ministry of Industry and Tourism

**Date:** August, 1972





The European Tourist Market - 1972

Purpose: To provide an idea of the size of the European and Overseas tourist market for Canada and Ontario.

Observations & Recommendations: "Visiting friends and relatives" was the main reason given by Europeans for visiting Canada. The second most frequently mentioned reason was recreation.

European visitors travel an average of 3,000 miles to Canada and tour extensively once in the country. Their special interest appears to be capital cities, stimulated by an interest in political, cultural and historic fields, as well as Canada's original peoples (Indians and Eskimos).

Areas of promotion should include:

- 1) a tour of capital cities including Toronto, Ottawa, New York and Washington, advertised jointly by Canada and the United States.
- 2) advertising Ontario's hunting and fishing. For the cost of a bear hunting licence in some European countries, Ontario could offer a week's stay at a hunting lodge, moose or bear hunting and a side trip to Ottawa and Toronto.
- 3) Canada is considered by Europeans to be a cold country. Ontario is the only area in the world where the two natural phenomena "peaches and permafrost" are so close together. Between the two extremes are many natural attractions. Promotion around this area should be emphasized.

"Business" reasons are the third most important inducement for European visitors to travel to Canada. By encouraging this type of visitor to remain a while longer and enjoy some of Ontario's attractions and recreational facilities, not only would they increase their spending in the province but also add to their awareness of Canada.

Prepared by: Peter Klopchic, Director,  
Tourism and Recreation Studies Branch.

Published by: Ministry of Industry and Tourism

Date: May, 1972



Economic Impact of the St. Lawrence Parks Commission's Facilities  
on the Surrounding Area

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Purpose: To ascertain the economic contribution which the St. Lawrence Parks Commission facilities make to the surrounding area.

To provide information on the origin of visiting parties and their socio-economic characteristics.

Observations: The economic impact area was delineated as the general area about 10 miles wide along highways 401 and 2 on the Ontario side of the St. Lawrence River, stretching from the town of Adolphustown to the Ontario-Quebec border.

Total visitor attendance at the commission sites in 1971 was 3,141,497 people. July and August were the busiest months with 64.4% of all visitors visiting at this time.

18.2% or 127,570 parties originated in Montreal - the most important urban area as a source of visitors, Toronto and Ottawa were next in importance with 6.1 and 3.7 per cent respectively. On a province/state basis, Ontario was the major source of visitors at 55.8% or 390,625 parties, followed by Quebec (27.0%) and New York State (6.9%).

The largest occupation category visiting the sites was "Labour" (skilled and unskilled) at 25.9% of visiting parties. Three other categories, "Professional", "Manager/Owner" and "Student" are grouped at 19.0, 15.8 and 14.9% respectively. The average annual family income of all visiting parties was \$9,560.

The total average per party expenditure was \$12.82. By multiplying this by the total number of parties, the total visitor expenditure is \$8,992,000. Added to this is a provincial subsidy of \$1,498,000. Thus total expenditure is \$10,490,000. By applying the local economic multiplier of 1.5 to the figure, the multiplied benefits to the area amount to \$15,735,000.

Conclusion: Provincial taxes generated from visitor expenditure, \$1,573,000 are greater than the government subsidy to the Commission, thus contributing a net surplus to the provincial treasurer.

In addition, the estimated \$10,228,000 left in the area after taxes is a valuable stimulus to the local economy.

Prepared by: Tourism and Recreation Studies Branch  
Published by: Ontario Ministry of Industry and Tourism  
Date: July, 1972.



Tourist Potentials of Wallaceburg - An Evaluation

Purpose: To evaluate the opportunities and constraints that pertain to developing tourist attractions in the Wallaceburg area and to propose a conceptual plan of action.

Observations: Because of local heritage in which man and the land are closely bound, Wallaceburg is the natural site for a museum of agricultural technology. Emphasis should be placed on illustrating how man has worked with and against environmental forces to turn wet lands into productive agricultural units. The display would start with pre-Selkirk colonization times and continue to the present.

Complementing the museum would be a surrounding parkland with areas for picnicking, camping and possibly a botanical garden and aquarium. To accommodate visitors travelling by boat along the St. Clair River, marina facilities should be developed on the site. Visitors could be transported around the park by means of a rail system or similar type conveyance. While this proposed facility would serve the needs of tourists and residents, it has become apparent that additional recreation facilities should be developed or expanded with the community's needs in mind.

Visitors to the Wallaceburg area will require food, accommodation and other tourist services. The Wallaceburg business community would have a role in providing these services.

Prepared by: Project Planning Associates Ltd.

Published by: Ministry of Industry & Tourism

Date: February, 1972





A Plan for Tourist Development in Cobalt

Purpose:	To examine the prospects for the development of tourism and to explore ways in which the tourism potential of Cobalt can be best developed.
Observations:	Five alternative concepts for physical development for tourism were explored. Present permanent attractions for tourists in Cobalt can be grouped into three categories; mining heritage; buildings of historic interest; and architecture and townscape, which are located throughout the town and could be preserved. With the decline of silver mining the economic base of the community could become more focused on the tourist industry.
Recommendations:	<ul style="list-style-type: none"><li>- buildings and workings of interest should be preserved and where possible made suitable for tourist visitation</li><li>- encouragement should be given to the enhancement of designated areas of interest, residential, commercial and mining, throughout the town, by painting, landscaping and control</li><li>- special attention should be given to the development of mining history by tours, mine equipment and mine exhibitions</li><li>- support facilities (parking, public lavatories, accommodation, restaurants) should be provided</li></ul> <p>A monitoring system is outlined to provide the means by which the initial proposal can be translated into an on-going process. Information will be needed in four areas:</p> <ul style="list-style-type: none"><li>- development actions and achievements</li><li>- tourist response</li><li>- tourist market and changing patterns of tourism</li><li>- influence of development on income, employment, investment and organization.</li></ul>
Prepared by:	Project Planning Associates Limited
Published by:	Ministry of Industry and Tourism
Date:	May, 1972



Algoma Area Visitor Survey, Spring 1972

Purpose: To obtain a profile of visitors coming to the Algoma Area during the Spring Season, their destinations in Ontario, and expenditures in the area.

Observations: Eighty-one per cent of all spring visitors were vacationers. Only 27 per cent of these had their main destination within the Greater Algoma Region, the rest were usually visiting the area en route to or from a destination elsewhere in Ontario, Canada or the U.S.

The majority of vacationers engaged in some form of recreational activity in the area, mainly fishing and photographing.

Although the visitor usually planned to spend two weeks away from home, only 51 per cent stayed overnight or longer in the Algoma Area, 42 per cent of them using motel/inn/hotel accommodation and 29 per cent campgrounds/trailer parks.

The average annual family income of visitors was more than \$12,000 and 64 per cent of all visitors earned \$10,000 or more.

Based on all visitors, including those who just drove through or spent nothing at all, the average total expenditure for all visiting automobile parties while in the Greater Algoma Area was \$42.47.

Two per cent of all visitors, exclusively Americans, made use of a fly-in service, which was usually part of a vacation package purchased through a travel agent before leaving home.

Prepared by: Institute of Opinion and Market Research Limited

Published by: Ministry of Industry and Tourism

Date: 1972



A Survey of Visitors to Sainte-Marie Among the Hurons, 1971

Purpose: To ascertain the economic evaluation of Ste Marie  
Among the Hurons in relation to the adjacent Midland area.

To examine the socio-economic data concerning visitors to  
the site.

Observations: In 1971, 144,166 persons visited Ste. Marie, the highest  
visitation to the site since its reconstruction in  
1964. Attendance was composed of 23,360 adult or  
family parties and 779 organized youth/school groups.

Total visitor expenditure in the Midland area was  
estimated to be \$2,200,000. Of this 15.9% or  
approximately \$350,000 was spent by visitors to  
Ste. Marie.

By adding the subsidized portion of operating and capital  
expenses, \$248,000 to visitor expenditure, \$350,000,  
the total financial input to the Midland area, due to  
Ste. Marie, was \$598,000.

In the large majority of adult/family parties (86.5%)  
originated in Ontario. Due to the remote location of the  
site from other Ontario markets, attendance figures for  
out-of-province visitors were of secondary consequence.

The main reason for visiting the Midland area mentioned  
by the majority of respondents (52.8%) was to visit  
Ste. Marie. "Word-of-mouth" was the most significant  
form of advertising, followed by "signs of en route".

Conclusions: A marketing plan should be developed in order to attract  
visitors during the shoulder months of May and September.

On the basis of respondents' comments, a suitable eating  
place should be provided for visitors close to the site.  
Also the building numbers should be marked more clearly  
in pamphlets and on the site.

Prepared by: Peter Klopchic, Ph.D., Director  
Tourism and Recreation Studies Branch

Published by: The Ontario Ministry of Industry and Tourism

Date: July, 1972.





A Study of the Effectiveness of Promotion for the Heritage Highways/  
La Route de Pionniers

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Purpose: To determine the extent to which the promotional campaign has created awareness of the Heritage Highways/La Route des Pionniers.

To evaluate the effectiveness of the various media employed in the campaign in terms of recall of specific elements of the promotion.

Observations: Of the various media evaluated within the context of the Heritage Highways/La Route des Pionniers support campaign, only television advertising generated a measurable incidence of positive identification; 2% of both the English and French respondents made specific reference to Heritage Highways as television travel advertising they had seen in the last three months. Specific mention of advertising in the print media ranged downward from 0.5%.

A total of 17% of the English and 12% of the French respondents claimed recall of a five minute television program dealing with "various tourist attractions to be found in the provinces of Quebec and Ontario". Of these groups, 22% of the English and 16% of the French respondents made spontaneous reference to Heritage Highways/La Route des Pionniers. This represents 4% of all English and 5% of all French speaking respondents.

In terms of aided recall, when the word highway was mentioned an additional 30 English and 25 French respondents made reference to Heritage Highways/La Route de Pionniers. When specific reference was made to Heritage Highway/La Route des Pionniers another 126 respondents claimed awareness of the advertising. However, about half of the respondents (44% English; 55% French) when asked, did not know what Heritage Highways/La Route des Pionniers was.

The low incidence of positive identification of the Heritage Highways/La Route des Pionniers campaign was accompanied by minimal identification of the three sponsors. Among respondents who claimed having seen the T.V. program, response was somewhat better. Three per cent of the English and 13% of the French respondents cited the Canadian Government Travel Bureau as sponsor. The Quebec Government was named by 4% of the English and 13% of the French respondents, while the Ontario government was cited by 8% of the English and 9% of the French.

Prepared by: Gelfand, Derry & Associates Ltd.

Published by: Ministry of Industry and Tourism

Date: July, 1972.



The United States Tourist Market  
(Review) 1972

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- Purpose:** To review the market for U.S. tourism to Ontario and examine the needs, desires and expectations of the U.S. vacationer and relate them to what Ontario has to offer as a vacation destination.
- Observations:** In 1971, a total of 19.7 million visits were made by U. S. travellers to Ontario. Of this number 6.3 million were long term (staying one or more nights). Nine out of ten long term visits were made by residents of an eleven state area stretching from Connecticut in a broad arc to Minnesota. ( See Appendix II) Nearly three-quarters of long term visitors originated in Michigan, New York, Ohio and Pennsylvania.
- Ontario's Primary potential market is defined as those households within the eleven-state arc. To arrive at the province's share of the market, visitor origin data obtained during the U.S. Auto Exit Studies was compared with the potential market, and the following generalizations made:
- Buffalo and Detroit appear to be fully developed markets.
  - The large urban centres of New York, Boston, Philadelphia and Chicago have reached, at most, about 5 per cent of their potential for long term visitors.
  - Six of the eleven states in the primary market area (New Jersey, Massachusetts, Connecticut, Indiana, Minnesota, and Wisconsin) are considerably less developed than the remaining five.
- Long term visitors come to Ontario for "outdoor" reasons (fishing, hunting, spending time at a vacation spot and cottaging) Urban sightseeing and shopping are the main reasons given by short term visitors.
- Recommendations:** To develop a successful marketing program to encourage long term visitors, three basic areas of information must be determined:
- (1) facts about the product (Ontario)
  - (2) facts about people who buy, or might buy the product
  - (3) communications to the potential visitors about the product
- Prepared by:** Burke International Research Corporation
- Published by:** Ministry of Industry and Tourism
- Date:** December, 1972



## A P P E N D I C E S

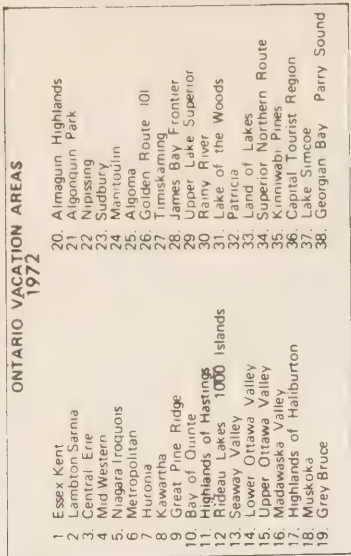
I - Ontario Vacation Areas, 1972

II - Ontario's Primary Market Areas





## Appendix I





Michigan	New York
Ohio	New Jersey
Massachusetts	Illinois
Pennsylvania	Indiana
Wisconsin	Minnesota
Connecticut	









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